

MAY 2012

THE NEXT GENERATION

ELITE JUNIOR PLAYER RESEARCH 2012



THE NEXT GENERATION

ELITE JUNIOR PLAYER RESEARCH 2012

The Junior Elite tennis players are the best European players between 12 and 18 years of age, competing on Tennis Europe's Junior Tour. At the end of 2008, SPORTS MARKETING SURVEYS INC. undertook a programme of research amongst these players focused on THE NEXT GENERATION.

This programme looked at the influences on why these players took the game up, the role of coaches, national federations and the star players on the ATP and WTA Tours. The selection of their tennis equipment and the brand image of these providers were also assessed. This provided a unique insight into this group of elite tennis players. These are the next generation of top International players on the ATP and WTA Tours from over 100 countries.

SPORTS MARKETING SURVEYS INC. believes that 2012 is an appropriate time to revisit these players and assess their behaviour and lifestyle – since 2008, the whole platform of social media, smart phones and mobile communications has moved on. The young players are the early adopters & heavy users.

These players are of great interest to brands and manufacturers of tennis equipment; not only is the use of a brand's equipment a valuable marketing endorsement from the most influential adult stars of the future, but popularity of particular brands or equipment types within this group can point towards wider trends among young tennis players of all levels.

Access to the Junior Elites is now easier than it has been before: the introduction of the Tennis Europe Player Account for competition registrations. This system enables junior players to be contacted easily via email by authorised bodies. Tennis Europe's co-operation and promotion of the survey to the Junior players provides authenticity and persuasiveness to the survey invitation.



RESEARCH CONTENTS:

The aim of the study is to get to know every aspect of the Junior Elite players.

The programme will focus on assessing the attitudes and behaviour of the players, gaining an insight into how they started playing the game, and investigating their lifestyle habits outside of it. The following topics are proposed as a basis for the programme:

- **Playing Profile:** Where tennis is played, playing partners, frequency, types of training, play history;
- **Equipment Ownership:** Racquet, String, Shoes, Clothing, Balls played;
- **Equipment Purchases:** Where is equipment bought;
- **Brands:** Brand Image, feeling towards brands of racquets/clothing/shoes;
- **Lifestyle:** Technology ownership/use, Internet/Social media habits;
- **Social Media:** Use of smart phones / tablets and preferred apps.
- **Tennis information:** Where do you find your information about different aspects of tennis; who is their favourite player or who do they follow;
- **Fitness:** What fitness training do they do & what aids such as heart monitors do they use;
- **Coaching:** Who coaches, who provides/pays for the coach, hours per week;
- **Sponsorship:** Equipment brands – who sponsors, what do sponsors provide;

We would propose that the commissioning brands would be able to influence the questions and topic areas so as to make the survey relevant to the equipment suppliers.

METHODOLOGY:

The sample frame will be constructed from those affiliated players with Tennis Europe, and will be obtained via the Tennis Europe Player Account system for competition registration.

Tennis Europe send emails inviting junior players to complete a survey, available in their choice of the most common European languages (at least English, French, German, Russian, Spanish, and Italian).

Consent will need to be provided by either the parent or guardian of those under 16 years of age.

The invitation and the survey will feature Tennis Europe branding alongside SPORTS MARKETING SURVEYS INC.'s name, to assure participants of the authenticity of the survey and thereby enhance the response rate.

Dependant on sample, there is also potential to analyse respondents grouped by age group, country or region or other appropriate groupings. All research will be completed online or via mobile devices.

DELIVERABLES:

SPORTS MARKETING SURVEYS INC.'s focus is on providing clear consumer insight and consultancy in all work undertaken. The process & deliverables include:

- Questionnaire design in conjunction with participant brands
- Fieldwork and return of data to SPORTS MARKETING SURVEYS INC.
- Data processing and quality control, analysis & interpretation
- Report production.

SPORTS MARKETING SURVEYS INC. will provide a full report in PowerPoint detailing the research findings from each section of the programme.

SPORTS MARKETING SURVEYS INC. is an independent research agency, and as such the results provided by us will provide impartial evidence and a robust platform from which decisions and plans can be made.

TIMINGS:

- Questionnaire design (incorporating bespoke client questions) – 2-4 weeks
- Translation – 1 week
- Online survey setup & testing – 1-2 weeks
- Fieldwork launch and completion – 4-6 weeks
- Data analysis, interpretation and report writing – 4-6 weeks

The final report will be delivered approximately 14 weeks after the questionnaire is finalised, dependent on fieldwork progress.

The timing of the fieldwork is planned to be **SEPTEMBER 2012**

COSTS:

NEXT GENERATION 2012 €3,500

NB. Final costs may be subject to change dependent on fieldwork and the number of clients purchasing, and all costs are subject to VAT at 20%. The decision to progress this service is dependent on the support of the industry; a minimum of 2 brands purchasing the full report is required.

3. CONTACT

For more information on this proposal, please contact:

SPORTS MARKETING SURVEYS INC.

The Courtyard

Wisley

SURREY, GU23 6QL

Tel: + 44 (0) 1932 345 539

www.sportsmarketingsurveysinc.com

ANDY RUSSELL | **SPORTS ACCOUNT MANAGER**

andy.russell@sportsmarketingsurveysinc.com

JOHN BUSHELL | **MANAGING DIRECTOR**

john.bushell@sportsmarketingsurveysinc.com

©2012 SPORTS MARKETING SURVEYS INC.

No part of this proposal may be reproduced or transmitted in any form or by any means, including photocopying, without the written permission of SPORTS MARKETING SURVEYS INC., any application for which should be addressed to SPORTS MARKETING SURVEYS INC. Written permission must also be obtained before any part of the report is stored in a retrieval system of any nature.

Disclaimer

Whilst proper due care and diligence has been taken in the preparation of this document, SPORTS MARKETING SURVEYS INC. cannot guarantee the accuracy of the information contained and does not accept any liability for any loss or damage caused as a result of using information or recommendations contained within this document.